CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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Protest Basic Period Change

Freezing of Product Deals Also Chills Exhibitors

It is heard that exhibitor protests from every part of Canada have reached Ottawa against a number of clauses in the proposed new order that will regulate distribution in Canada. Independent exhibitors sitting on the National Advisory Council have differed with R. C. McMullen, director of the Theatre and Film section of the Wartime Prices and Trade Board, as to what should be offered Ottawa for final

(Continued on Page 3)

P.O. Bob Thomson Killed in Crash

Pilot Officer Robert A. Thomson, of the staff of the Royal Theatre, Guelph before enlisting, was killed when his plane crashed recently in Malone, New York. Well known and popular, the news brought a shock of regret to Eastern Canada theatre men and other parts of the

(Continued on Page 3)

Priority Numbers For Industry

Various branches of the theatre industry are affected by the Allocation Classification system issued by the Department of Munitions and Supply, under the signature of W. E. Uren, priorities officer. Carried in the Canada Gazette of July 10th, it was framed to obtain

(Continued on Page 2)

Warners Canadian Meets at Montreal

Annual sales convention of Vitagraph is scheduled for August 24th and 25th at the Mount Royal Hotel, Montreal. Wolfe Cohen has sent the call out to all branches. Joseph Bernhard, vice-president and general manager, will address the session, at which will be present such home office executives as Roy Haines, Arthur Sachson, A. W. Schwalberg, Mort Blumenstock, Norman H. Moray, Sam Schneider and Howard Levinson.

Ireton Back

Glenn Ireton, Vitagraph press chief, is back at his desk after a month in Hollywood. He was called there for a special assignment. He reported back to New York, then returned here.

Killed in Crash

P.O. R. A. THOMSON
Pilot Officer Robert A. Thomson, formerly of the staff of the Royal Theatre, Guelph, who was killed when his plane crashed recently in Malone, N.Y.

For King And Country

Syd Cohen of Empire-Universal adsales into the army.

Fred Trebilcock, manager of Shea's, Toronto, is waiting to report to the RCAF.

Sergeant Observer John David Ritchie, son of Al Ritchie, manager of the Alhambra, Toronto, is reported missing after air operations overseas.

Bill Burke of the Capitol, Sarnia, has enlisted in the CASF.

Bragg Leaves Council

Tom Bragg has resigned from the Advisory Council because of ill health and Haskell Masters has replaced him as representative of Odeon.

Pappy Arthur

It's a boy at the house of Jack and Midge Arthur and the newcomer has been tagged John Wallace. Jack, famed stage producer, is now a Famous Players supervisor.

Marquee Dimout Ordered for Fall

Theatre marquees and illumination will be affected by a restrictive order of the federal power controller, Mr. Symington, in the fall. The order, which will deal with outdoor lighting, is being worked out now by the controller, his regional officers and executives

(Continued on Page 2)

Hollywood Busy On Russ Subjects

It isn't so long ago since the Russians were getting a celluloid sizzling from Hollywood, exciting anger and picket lines from Soviet sympathizers. "Ninotchka" and "Comrade X" ribbed the boys until they saw much more than their customary Red. But the

(Continued on Page 3)

National Film Board Busy On Army Training Films

Movies with a distinctive Canadian touch now play a role in training of the Canadian Army.

Using the production facilities of the National Film Board under expert army direction, National Defense Headquarters is gradually supplementing its library of British army training films with others of Canadian make. These fill in the gaps in the supply of British films and deal with special Canadian problems.

By an arrangement with the United States War Department, American army films are also used when applicable to Canadian equipment and problems.

Training films have been used for many years for instructional purposes in the Canadian Army and some of them were produced in Canada. However, it was not until after the outbreak of war that the first training film in

(Continued on Page 6)

No Wonder There's Record Patronage

Canada stands next to Britain among the United Nations for having the greatest percentage of its manpower and womanpower engaged in war activities. So Dr. Cyril James, principal of McGill university and chairman of the Canadian committee on reconstruction, said.

Speaking at the World Federation of Educational associations at American university, he said 800,000 Canadians are working in war industries and 500,000 are under arms.

WILIAM F. RODGERS RESIGNS FROM MGM

head of distribution for MGM, has resigned William F. Rodgers, vice-president and signation, which surprised the industry, goesafter 18 years with Loew's and MGM. His re no reason, nor has he aired his future plans.into effect on September 1st. Rodgers gave

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While London Burns

A copy of a column in the English publication, Daily Film Renter, is on this desk through the kindness of Ernest A. Fredman, its editor, and the courtesy of E. S. Roberts of the Associated Screen News, who suggested that Canada might care to get an eyeful of a current film controversy over there.

It seems that the British Film Institute made a production called "Film and Reality" and the Documentary News Letter, an English organ, suggests that its makers showed a contempt for technique as demonstrated in the past by our own John Grierson of the National Film Board, whom Basil Wright, one of the critics, describes as "the founder of the documentary movement."

Documentary News Letter, in the course of its judgment, introduced a question that sounds as though there are people still satisfied to play intellectual football for mental diversion while London is burning. Wright wonders whether the documentary film should devote itself to all-out propaganda or be "an aesthetic form divorced from any specific purpose" and gives a great deal of space to it. On the other hand, as "Tatler"—who is Fredman—points out, a vitally important subject like "The Foreman Went to France" rates about one-and-a-half columns.

In Canada, now the home of Grierson and a leader in the documentary film field, this seems like a dangerously strange lack of film values. It's hard to understand how one hopes to achieve our specific purpose, which is victory, if our channels of instruction and inspiration "are divorced from any specific purpose."

"Tatler" hits the matter right on the nose when he writes: "The best advice I can give them is to realize that the reason a film like, say, 'Target for Tonight' succeeded was simply because it told a straight-forward and vital story in an honest and gripping manner—not because it was a 'documentary'."

That idea is what John Grierson brought to Canada with him and it is followed closely by the National Film Board—as you'll realize when you see its superb "China Strikes Back," a United Artist release in "The World in Action" series. It has more punch, pathos and clarity than a dozen ordinary documentaries. It tells the story pointedly and honestly and lets aesthetic values take care of themselves. And they do, brother, they do.

We're happy to see the Daily Film Renter still in there fighting and the British industry alive and kicking—even if some of the kicking is off the target.

* * *

A Fine Picture

The picture referred to in the above editorial as "The Foreman Went to France" will be distributed under the title, "The First Commando," by Esquire Films.

It is a surprise picture, coming here comparatively unheralded from England, where it created an immediate sensation. "The First Commando" is the story of a heroic Britisher, two soldiers and a girl who seize machinery of immense value to the enemy and return it to England under the nose of the advancing Nazi army, outwitting fifth columnists on the way.

It provides a panoramic view of France during its greatest tragedy that is filled with thrills, suspense, humor and pathos.

It will rank among the great pictures of the war.

Marquee Dimout Ordered for Fall

(Continued from Page 1)

of the various power commissions in the country.

The idea is make available more power for war work uses and it will be done without restricting indoor lighting or power and light for home and business use. Power load estimates are being exceeded now and officials figure that regions using much power, such as Ontario, will need an additional 300,000 horsepower and 1,000,000 kilowatt hours.

The order will be general, with the regional officers taking all measures necessary to bring their areas into line to whatever extent is necessary. Each region has different needs, since some have no defense plants and will remain almost untouched by the order.

Cities such as Montreal and Toronto come within full scope of the measure because of their industrial character. Toronto is fed power by Quebec sources and the Niagara River plant.

The restrictions on lighting will enable power plants to keep the water used for those periods of the day when the demand for power is at its peak, such as 11.30 a.m. and 5.30 p.m. When power is expended freely the amount of water used to manufacture it draws down the lake to a point affecting the production of further power and diminishes the output.

Eastern and Southern Ontario plants, for instance, are particularly affected because the water used there comes from lakes fed by rainfall and the spring run. The year's needs must be estimated and the available water scheduled and stored for use when these lakes and rivers have dropped.

Plants such as the Niagara one don't face this problem because of the constant flow of water and areas supplied by such systems will be affected less than others. Rural areas may also be free of restrictions in cases where there is no increased demand.

Water being the potential energy and power, its flow must be scheduled. Some countries have tried methods of directing the water back into reservoirs but this has turned out to be none too effective. The storing of energy in batteries is also impracticable.

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Priority Numbers For Industry

(Continued from Page 1)

standardization and reduce t different forms used in connectio with priority materials, as well as furnish information needed by the War Production Board in the allocation of materials.

Every branch of the industry with the exception of the distributors, seems affected by the document, though it does not specify materials. Under these new rules all purchase orders or contracts placed after July 10th, and any and all calling for delivery after July 31st, must bear the allocation classification number, which is 18.00, as well as the purchaser's symbol, DP, to indicate domestic purchase, whether such purchase come from the USA or Canada. Purchase from other countries are indicated as FP, for foreign purchase.

The allocation classification number, as well as the purchaser's symbol, must be indicated on the order and will be passed along to the supplier. The purchaser's symbol must continue to be marked on the order, even after the allocation classification number is change

Some of the businesses affected which are related to the motion picture industry in Canada, as indicated in Class 18.00, Recreation and Amusement, are the production of moving pictures, manufacture of projectors, seats for theatres, photographic apparatus and materials, motion picture reels and containers, floodlights, cameras, phonograph records and needles, vending machines, theatre equipment, and the operation of theatres.

There will likely be additions to the order at a later date.

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Hollywood Busy On Russ Subjects

(Continued from Page 1)

Soviets superb stand against the common enemy has raised many a pang of regret and the cinema city is busy right now making up for its smart-alecky attitude in the past.

The Russian soldier and peasant has become a hero. His exploits and courage, as exemplified at Sevastopol, Odessa, Moscow, Leningrad and behind the lines as a guerrilla fighter, have furnished the inspirational themes for a score of films to be produced by Hollywood in the near future.

MGM has at least three such movies on its production schedule, "Song of the Red Army," "Scorched Earth," and one hitherto untitled. Warner Brothers will film "Mission to Moscow," the non-fiction best seller written by Joseph E. Davies, former U.S. Ambassador to the Soviet Union. 20th Century-Fox will also film a Russian memoir book, "Road to Moscow," and "The Russian Marines." Erkine Caldwell's new novel, "Vengence of the Earth," about Russian guerrilla warfare, has been purchased by Metro.

Additional evidence of the Moscow-Hollywood rapprochement are the increasing number of deals being made to distribute Russian-produced movies. According to reports, Artkino, the Soviet film distribution agency in North and South America, is enjoying its best business in years. Canadian and American houses have played "Our Russian Front," "Guerrilla Brigade," "Red Tanks," to capacity crowds, and other films are on their way from the Soviet studios.

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On the Rebound

In a recent issue I reported that Gertrude Tyber, secretary of Harry Allen and Harry Kauffman of PRC, had become Canada's first lady booker. Truth to tell, I didn't believe it but thought I'd print it anyway and see what happened. It was Harry Kauffman who passed the info along and I believe he knew better too, being an old-timer. So we straight-faced each other and let it go at that.

Now up pops Syd Goldstone, who manages the Centre, Peterborough, Ont., to correct Harry and I. It may be that "many a rose grows to blush unseen and waste its sweetness on the desert air"—or however the poet has it—but not if the gallant Syd can help it.

Writes Syd:

"There's a certain Miss Belle Corber who is at present the short-subject booker for Regal Films in Montreal, who I believe can lay claim to being, if not the first, certainly one of the earliest and no doubt longest-time lady bookers on the job in Canadian film exchanges. Belle, as most Canadians in Eastern Canada know her, was on the job twenty years ago as booker in St. John for the Maritime Provinces and has been associated with film exchanges in Montreal and St. John ever since. Maybe Belle won't like me telling you this as it certainly gives away her age—and she doesn't look a day over twenty . . ."

A salute to Mr. Goldstone and a sweep of my sombrero to Belle.

* * *

Johnson re Ireton

Just before Glenn Ireton, Warners blurb boss for Canada, got back from Hollywood his secretary, Doreen Johnson, got off a brevignette on the boss:

"He is 36, 5'11", weighs 168, dark complexion, born in Hammond, N.Y. . . . Started in motion picture industry early last year in his present capacity, previously held a variety of contacting position from Boston to Bermuda . . . Married and father of two daughters, Glenna and Barbara, ages 11 and 10 respectively and a 3-year old son, Gabriel . . . likes people, animals, work and Chinese food . . . is an accomplished master of several musical instruments, a fine screwball and gets more angles than the Income Tax Department."

Sister, that ain't the half of it.

* * *

His Hand Was Never Slow . . .

There's a newsprint enclosure in the Toronto Daily Star called "No Man's Land of Sport" and it's guarded over by Alexandrine Gibb. Doing a little peep-tomming the other p.m., I discovered the famed local filmite, Morris Milligan, there. And welcome. More than that, garlanded—and by Miss Gibb.

Milligan's many generosities won the space of Alex and the latest example was offered. The Sunday Morning Class, a girls' softball team, which is backed by Morris, will fly to Montreal to continue their triumphs behind the pitching of Paramount's Thelma Golden. Montreal wanted the team but could afford it just enough expense money to get there and share not-the-best quarters. The sponsor will put up the difference and the party of 15 will fly and loll away the spare time in the comfort of a first-class hotel.

The benevolent one, who has been nominated by the girls and others as the nicest fellow in the world, was a bloomer softball fan and, while head of Paramount in Canada, decided to back a team bearing the exchange name. When he left to become an exhibitor, he stayed in the softball picture as an angel.

That's what the girls say he is in more ways than one—an angel.

Object to Change In Basic Period

(Continued from Page 1)

approval.

Definitely dropped from the draft is the proposal to freeze even exclusive runs. Objections are still strong against freezing subsequent runs and product deals, the dissidents claiming that since no one company maintains a year-after-year superiority of product, the exhibitor should be allowed to deal with the one he feels will offer the most attractive pictures for the next season. They say an exhibitor will suffer from enforced buying because he will then be victim of the many things beyond control and appeal, such as Hollywood finances, budgets and production matters.

Another rumored clause in the draft is the laying aside of the usual basic period, September 15th to October 11th, and the use of 1941-42 contracts as a guide to freezing runs, etc. Exhibitors objecting claim that the prices were higher at the later date and the use of it as a basis makes the principle of a basic period meaningless. Whether this is generally so and what the purpose of moving the period is still to be explained publicly. However, many say it will raise prices in some instances and lower them in others.

It is understood that the proposed document will carry many recommendations but information about them is hard to secure because both the director and the Advisory Council have agreed to no publicity until the draft returns from Ottawa as law.

P.O. Bob Thomson Killed in Crash

(Continued from Page 1)

country where the young flyer was known. Thomson, who was 22, enlisted in March, 1941. His mother is a member of the staff of the Royal, a Famous Players house.

Bob received his wings and the rank of Pilot Officer in January of this year. Later he was assigned to the training centre at Penfield, N.B., where he took a course as navigator instructor. He was stationed at St. Hubert field, Quebec, as an instructor at the time of the ill-fated flight which resulted in his death.

Pilot Officer Thomson was buried with full military honors in Guelph, his native city. He was the only son of Mr. and Mrs. P. Thomson to whom goes the deepest sympathy of the motion picture business.

Digest of Reviews

Paramount

I LIVE ON DANGER

Payoff: An uncommonly good story and plenty of action. A top spot film for the second category.

What Goes On: Chester Morris is the news broadcaster with little conscience who discovers it after helping railroad Jean Parker's brother to jail for a story. He risks his life to right things.

Sizeup: Excellently played by everyone, including Ralph Sanford, Elisabeth Risdon, Roger Pryor, Eddie Norris, Dick Purcell and Douglas Fowley.

Esquire

THIS IS THE ENEMY

Payoff: A series of episodes, each unrelated to the rest but all part of the same idea—that of exposing Nazi ruthlessness in Poland, Jugoslavia and Russia. A cartoon introduction shows Hitler tramping on other nations and sneaking up on Russia, which pummels him. This Soviet production has **intense power,** helped much by **fine acting,** and it certainly generates hate of the invader. It has been strongly received across the border.

What Goes On: The episodes deal with known phases of the war. One shows the Nazis shooting people for refusing them a glass of milk; another pictures the treachery of the Nazi character when a wounded doctor lying in a shell-hole with an injured Russian and a nurse tries to shoot the nurse; a third pictures the rebellion of Jugoslav hostages who attack the Nazis and join the guerrillas. And so on.

Sizeup: It should meet the popular welcome Soviet documentary films have been getting of late.

United Artists Short Subjects

CHINA STRIKES BACK ("World in Action" series)

This National Film Board subject reveals the plans and background of the Japanese attack on China, its effect and the growth of the Chinese defence. To put so much into a short subject without crowding the material is an accomplishment in itself. The result is **a film full of power and pathos** as well as information. The producers did not shy from reality and even the cruelty of the Japs is pictured.

THIS IS BRITAIN

Made in England, this subject pretends to be nothing more than an honest revelation of how the British live under the blitz and what it has done to their cities. The constantly travelling camera took in dozens of scenes in every mood. They have been put together without continuity devices and provide **a simple and sincere look at Britain today.**

FIVE MEN FROM AUSTRALIA

Though not unusual in its treatment or subject matter, this film does have **freshness and novelty** for Canadians. The Australians have occupied much newspaper space but little film footage. The fresh faces and voices are enough to interest the patron. Much of it is devoted to Aussie training methods but there is a fine human side to it too, showing how volunteers from various social crusts overcome peacetime barriers in their devotion to the common cause and each other. There's a touch of romance also and some pretty lively action.

Producers Releasing Corporation

BOMBS OVER BURMA

Payoff: Filler for action fans.

What Goes On: The villain is no Jap but a Nazi agent who keeps the Japs informed about convoys on the Burma Road. A Chinese schoolmistress, Anna May Wong, is there to counter him. The action takes place in a monastery.

Sizeup: Supporting players are Noel Madison, Leslie Dennison, Dan Seymour and a number of Chinese actors.

Columbia

FLIGHT LIEUTENANT

Payoff: Well-played air drama with good names. Its story is pre-war USA.

What Goes On: Pat O'Brien is the ex-army aviator who keeps his questionable history hidden from his son, Glenn Ford, also a flyer. Complications enter when Ford learns that O'Brien was in a way responsible for the death of his sweetheart's father, who was on the plane piloted by O'Brien. The father vindicates himself by pinch-hitting a test flight for his son and being killed to prove what the army must know.

Sizeup: Evelyn Keyes, Jonathan Hale, Minor Watson, Frank Puglia and Edward Pawley.

20th Century-Fox

THROUGH DIFFERENT EYES

Payoff: Fair murder mystery.

What Goes On: Opens in a classroom with Frank Craven lecturing to law students on circumstantial evidence and relating the case. There are two confessions to a murder for which a man who claims innocence has been convicted.

Sizeup: Nice cast—June Walker, Donald Woods, Mary Howard, Jerome Cowan and others.

Louis B. Mayer Helps Arrest Extortionists

Director J. Edgar Hoover of the Federal Bureau of Investigation has announced the arrest at Los Angeles of two men who allegedly attempted to extort $250,000 from Louis B. Mayer, motion picture executive. The men arrested were identified as Channing Drevel Lipton and Meyer Philip Grace.

Mayer, according to Hoover, received a letter postmarked at Beverly Hills, Cal., June 25, signed "spokesman for six," demanding payment of $250,000 under threat of death.

Stars' War Bows 3,198 in Six Months

Hollywood players have traveled 788,895 miles the past six months to make 3,198 appearances as voluntary contributions to America's and Canada's war effort. The mileage was run up by 723 players using planes, trains, bus, their own cars and even motorcycles.

In addition, 422 radio broadcasts were made by Hollywood actors and actresses likewise working without charge to help win the war.

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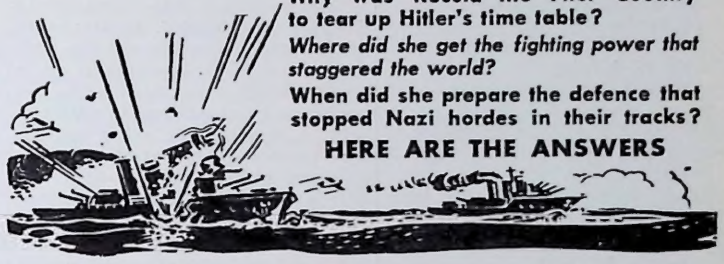

Why was Russia the First Country to tear up Hitler's time table?
Where did she get the fighting power that staggered the world?
When did she prepare the defence that stopped Nazi hordes in their tracks?
HERE ARE THE ANSWERS

July RELEASE

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Coming

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August RELEASE

Inside FIGHTING CHINA

A TRIBUTE to the valor of a people who for 5 years have fought a powerful enemy with little more than their courage.

United Artists

Revivals in New York

Algiers—1938 romantic drama; C. Boyer, H. Lamarr, S. Gurie.

Arise My Love—1940 farce comedy; C. Colbert, R. Milland.

Clouds Over Europe—1939 melodrama; L. Olivier, R. Richardson.

Confessions of a Nazi Spy—1939 melodrama; E. G. Robinson.

Escape—1940 drama; N. Shearer, R. Taylor.

Farewell To Arms—1932 revival of Ernest Hemingway's famous story; H. Hayes & G. Cooper.

Great Waltz—1938 musical based on Strauss waltzes and legend; F. Gravet, M. Korjus.

He Stayed For Breakfast—1940 satire; M. Douglas, L. Young.

Heidi—1397 film dramatization of the children's classic; S. Temple & J. Hersholt.

Holiday—1938 comedy; K. Hepburn & C. Grant.

I Love You Again—1940 comedy; W. Powell, M. Loy.

King Steps Out—1936 musical comedy; F. Tone & G. Moore.

Man of Conquest — 1939 epic drama; R. Dix, G. Patrick.

Old Maid—1939 drama; B. Davis, M. Hopkins.

Only Angels Have Wings—1939 aviation melodrama; C. Grant, J. Arthur.

Philadelphia Story—1940 comedy from the B'way play; K. Hepburn, J. Stewart, C. Grant.

Road To Glory—1936 war melodrama; F. March, W. Baxter.

Sally, Irene and Mary—1938 musical; F. Allen, A. Faye.

Sergeant York—1941 drama of World War I. G. Cooper, W. Brennan, M. Wycherly, J. Leslie.

Stars Look Down—1940 British drama; M. Redgrave, M. Lockwood.

Theodora Goes Wild—1936 comedy-romance; I. Dunne, M. Douglas.

Still Meet On Loew's London Sale

Following defeat by shareholders at a special general meeting of a resolution authorizing appointment of an exclusive agent to sell the assets of Loew's London Theatres Ltd. for $250,000, or better, less a commission of 5 per cent, another special meeting was called for July 27. Shareholders this time were asked to authorize directors to negotiate a sale at a price of $250,000, or better, without payment of a commission.

Early in June Josephine Johnson and other shareholders took legal steps to prevent the board of directors from selling the company's assets. A later meeting refused to allow the appointment of an exclusive agent for the sale.

Two offers have been reported, one from New York and the other from Biltmore Theatres.

Contributions to this column will be greatly appreciated from any member of the motion picture industry, from coast to coast, whether he has chain affiliations or is strictly independent.

Address all letters to "What Did You Do?" c/o Film Weekly 21 Dundas Sq., Toronto, Ont.

MARTIN WHITE, congenial manager of the Community Theatre in Welland, continues to be a steady contributor to this column with the campaign on a special laugh program. Martin ran teaser ads several days in advance, with a special cut made up for the complete show during playdate, filled with laugh copy. He had a street bally of a headless model draped, "laugh my head off etc," which was pulled around town on an express wagon. He had a large department store window tied up, with heads of the laugh stars and theatre copy. Along with several other stunts, Martin had a real showman's campaign. Thanks fellow, lets hear from you again.

* * *

MAX PHILLIPS, another steady contributor from the Regent Theatre in Ottawa, comes forth on "Remember Pearl Harbor" with a tiein with the army downtown recruiting station, plugging "Drive a Tank" idea. He had stills of American tanks and jeeps, a real sand-bagged dugout, with copy on Pearl Harbour and photo. Max grabbed a lot of publicity for his house and pic. On "Mr. V," he had an extensive newspaper advance teaser campaign, spotted window cards in all stores, bus stops, street cars, well in advance, pushed out 2,000 heralds to sections of the city, tied up with a number of merchants, a full two color job page in the local daily and full window co-operation with the merchants participating. Max wishes that any exhibitors on vacation who might pass Sudbury to drop in an exchange views and friendly relations at any time during the summer.

* * *

LLOYD S. GURR of the Century Theatre in Hamilton, comes forth on "Take A Letter Darling," using a 50-line teaser ad in the classified page along classified lines. He pushed out a sandwich man with catchy copy for several days around opening dates, and had full window displays with five of the large downtown merchants. Along with his advance lobby display up for three weeks in advance into a good downtown window spot for play dates.

BOB BEREZIN of the Elgin Theatre in Ottawa, finding the following program of "My Wife's Family," and "Hayfoot" double-billed, immediately booked in a Stooge comedy, and getting his artist to work, worked in an All Laugh Show, making special ads to replace the regular mats. The copy billed the show as a Triple Laugh Riot. Along with this Bob pushed out 75 special jumbo cards around the district, used some spot announcement on the local station proceeded with a laugh record and followed by same, creating a tremendous interest in the show. Bob also had the artist make up several good 24-sheets on paper and posted same in advance and during playdate. Several readers playing the laugh angle up were spotted in the local dailies during playdate and in advance.

* * *

ERNIE WARREN of the Midtown Theatre in Toronto, even though his call has been received from the military authorities, stuck to his guns and pushed over a grand campaign on "Mr. V." Ernie covered the district with 3,000 special door-hangers, had stage neon letter up well in advance, telling his patrons it was coming long before a trailer arrived. Special lobby and window cutouts used well in advance, plugging the playdate and picture values. Using his newspaper cut 20 lines by 2, he printed the playdates of the film on the menus of a large number of the better restaurants. Esquire Films under Mr. Laurie, (Archie, to his friends) co-operated with display in their windows of playdates. Ernie pushed out a sandwich man, with front copy advising street patronage that special interest copy was on the rear. On the rear the copy of "Mr. V." was upside down. He again tied up with the Liberty Mag for newspaper cuts, and radio plug gratis. Special "Mr. V" copy was pushed on the marquee in an interest-creating manner. Along with "Mr. V" campaign Ernie pushed out 5,000 cool heralds, etc., with "Mr. V" copy and dressed up his front to be very inviting on a hot day.

NFB Makes Army Training Films

(Continued from Page 1)

sound was produced in Canada for the directorate of military training—at the time that Brigadier J. K. Lawson, who lost his life at Hong Kong, was director.

Since then a number of Canadian army films have been produced under supervision of the directorate of military training. Others are in production and still more are planned. They are intended for showing in the various training centres throughout Canada, for units on operations, and for the Reserve Army.

The films are used for two purposes: To provide instruction in the soldier's particular job, and to carry to him messages which the army wants him to receive. The latter function might be called internal propaganda for the army.

Paramount May Pay Extra Dividend

Paramount Pictures common shares have been selling into new high ground for 1942 and accompanying this rise there has been talk in the street of the possibility of a small extra dividend either at the directors' meeting later this month or in the final quarter.

In view of various satisfactory factors entering the moving picture business for some time past, financial observers believe that per share earnings in 1942 will be at least as large as 1941.

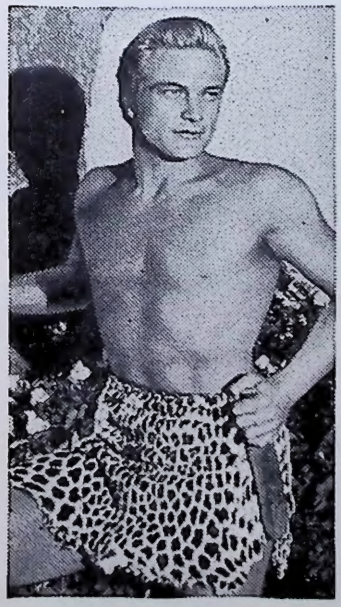
Snips and Snaps . . .

The O'Brien

Pat O'Brien is featured with Glenn Ford and Evelyn Keyes in Columbia's new air thriller, "Flight Lieutenant."

★

Jungle Man



Richard Denning, who plays opposite Dorothy Lamour in Paramount's Technicolor story of the jungle, "Beyond the Blue Horizon."

Greer Garson, whose performance as Mrs. Miniver may guarantee her all-time film fame, will have another outstanding role as 'Mme. Curie'—if MGM ever gets around to making the film. . . . Guy Kibbee will temper his rural role of Scattergood Baines with an adventure into the swing sphere. His next in the popular series will be "Scattergood Swings It" and Butch and Buddy, the juvenile music makers, have been signed for it. . . . Tyrone Power, powerful in "A Yank in the RAF" and "This Above All," gets another air story soon. It's "Crash Dive," a Technicolor job to be directed by Archie Mayo. Anne Baxer will be the leading woman.

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Lillian Gish is in British Columbia working with location units of Columbia's "The Commandos." The film may go to the public as "The Commandos Came at Dawn." Republic is also planning a Commando feature, "Pride of the Commandos," and Esquire Films is offering Canada "The First Commando," a splendid picture from England, where it was known as "The Foreman Went to France" . . . The Hollywoodenheads were fooled—but good—by Burnu Acquanetta, a dark girl, who had them convinced that she was a Venezuelan theatrical star. She's an American Indian who has never been outside the USA. Universal has her under contract and they took it nicely, now claiming that they have the only full-blooded Indian girl in the movies.

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Dorothy Lamour will be reunited with Bob Hope in "They Got Me Covered," a screenario of Hope's book. They were together, you'll remember, in "The Road to Zanzibar" . . . And Allan Ladd, who created a sensation in "This Gun for Hire," is making "Prelude to Glory" . . . "Mrs. Miniver," the Greer Garson-Walter Pidgeon starrer, has already played to 1,000,000 people at the Radio City Music Hall . . . Rita Hayworth has a foot infection caused by a rhinestone in her dancing slippers . . . Clark Gable keeps trying to get into the army and will probably have his way soon.

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There are rumors that Mae West will marry a non-professional as soon as she's through with her husband trouble . . . Milton Berle, the comic, will return to the stage after his next picture . . . Spencer Tracey, it is reported, is headed for a uniform . . . Warner Brothers will make the film of the Irving Berlin army show, a big hit in New York, in Technicolor . . . Mary Pickford may resume producing . . . Republic studios has shelved the Fu Manchu series out of deference to the Chinese. . . . Eddie Cantor and his wife entertain 15 soldiers every day at their home.

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Cary Grant, who just married Barbara Hutton, bought an organ for a church in San Bernardino, California . . . The minister is the one who married him to Hutton . . . Hollywood cartoonists have created more than 450 insignias for the USA and British air and army units . . . Pola Negri, old-time star, will do a play on Broadway, they say . . . Andy Devine starts his 17th year at Universal in "Love and Kisses, Caroline" . . . Paulette Goddard just bought Burgess Meredith's farm. Meredith is in the army . . . Jean Gabin will play La Salle, the famed New World explorer, in his next picture.

Jungle Girl

Dorothy Lamour, who sarongs it again in Paramount's jungle drama, "Beyond the Blue Horizon." Dorothy sings and swims with a tiger in this one. It's in Technicolor.

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Sweethearts

What Eve Told Adam Joan Crawford tells Melvyn Douglas in Columbia's hilarious comedy, "They All Kissed the Bride."

ESQUIRE

salutes the closing of a great year with the release of a remarkable picture that will surely take its place among the best pictures of 1941-42

THE First COMMANDO

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MICHAEL BALCON

from the story by
J. B. PRIESTLY

- starring -

CONSTANCE CUMMINGS
ROBERT MORLEY . CLIFFORD EVANS
TOMMY TRINDER . FRANCIS SULLIVAN

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